New York, NY—Tiffany & Co. today unveils its 2024 holiday campaign, *With love, Since 1837,* starring House ambassador Anya Taylor-Joy as she explores New York City in a snow-dusted winter wonderland. Tapping into the House's illustrious heritage, the campaign is brought to life through captivating visual storytelling with film and still imagery. Taylor-Joy explores New York City draped in the House's iconic collections, capturing the essence of each collection, highlighting the House's birthplace as the location where every act of love is celebrated, from timeless bonds to meaningful beginnings.

Directed by Jonas Lindstroem, the campaign film displays the renowned actress in a little black dress entering a door in a pared-down setting; the same vault-inspired entrance at The Landmark. She implores viewers to follow her as she explores "the city where love never sleeps." Walking over the Brooklyn Bridge, the actress wears HardWear by Tiffany designs, highlighting a gift that celebrates new heights. The film concludes with Taylor-Joy peering into the Fifth Avenue windows of the world's most iconic Tiffany & Co. store: The Landmark. A snow-dusted cityscape of Manhattan beckons, and dreamy vintage music plays as Taylor-Joy is swept into a wintery world that celebrates the holiday season *With love, Since 1837* at Tiffany & Co.

The campaign also unfolds a series of starry vignettes, photographed by Carljin Jacobs, where sparkling Tiffany designs illustrate the many facets of love. In one image, Taylor-Joy wears T by Tiffany, a collection inspired by New York City, while in another she is featured in Knot by Tiffany, a symbol of close connections.

The 2024 Tiffany & Co. holiday campaign will launch globally on print, digital and social channels on November 1.

About Tiffany & Co.

Tiffany & Co., founded in New York City in 1837 by Charles Lewis Tiffany, is a global luxury jeweler synonymous with elegance, innovative design, fine craftsmanship and creative excellence.

With more than 300 retail stores worldwide and a workforce of more than 13,000 employees, Tiffany & Co. and its subsidiaries design, manufacture and market jewelry, watches and luxury accessories. Nearly 5,000 skilled artisans cut Tiffany diamonds and craft jewelry in the Company's own workshops, realizing the brand's

commitment to superlative quality.

Tiffany & Co. has a long-standing commitment to conducting its business responsibly, sustaining the natural environment, prioritizing diversity and inclusion, and positively impacting the communities in which it operates. To learn more about Tiffany & Co. and its commitment to sustainability, please visit tiffany.com.

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